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6-26-2015

# Library as Publisher: A New Initiative for RUSA?

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### Opus Citation

Beth Boatright, Crystal Boyce, Rebecca Marrall, Angela Kent, and Sarah Espinosa (2015). *Library as Publisher: A New Initiative for RUSA?*. Presented at American Library Association Annual Conference, San Francisco, CA.  
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# Library as Publisher

## A New Initiative for RUSA?

**Beth Boatright • Crystal Boyce • Sarah Espinosa • Angela Kent • Rebecca Marrall**

*This report represents the work of an Emerging Leaders (EL) Team tasked by the Reference and User Services Association (RUSA) Publications Committee to investigate whether RUSA should create resources for 21st-century reference and user services librarians interested in the concept of “library as publisher.” Within this report, readers will find a proposed definition of library publishing, the results of an environmental scan of support provided by library and affiliated professional associations, results of a survey gauging interest in library publishing services, and recommended next steps for RUSA.*

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## Introduction

This report represents the work of an Emerging Leaders (EL) Team tasked by the Reference and User Services Association (RUSA) Publications Committee to investigate whether RUSA should create resources for 21st-century reference and user services librarians interested in the concept of “library as publisher.” Within this report, readers will find a proposed definition of library publishing, the results of an environmental scan of support provided by library and affiliated professional associations, results of a survey gauging interest in library publishing services, and recommended next steps for RUSA.

Library publishing has been defined by several stakeholder groups. The Library Publishing Coalition “defines library publishing as the set of activities led by college and university libraries to support the creation, dissemination, and curation of scholarly, creative, and/or educational works”(LPC, 2013). The Library Publishing Toolkit generalizes this definition to all libraries, including but not limited to academic libraries (Brown, 2013). As RUSA provides support to all manner of reference and user services librarians, the EL Team developed a definition within a service provision context that can be applied to libraries regardless of the type of community served. The Team used this definition to conduct an environmental scan of resources offered by library and affiliated professional organizations to determine the extent

The EL Team developed a definition within a service provision context that can be applied to libraries regardless of the type of community served.

of support for library publishing services. Further, the Team designed a survey to gauge if and how librarians and support staff are involved in the provision of library publishing services. The Team disseminated this survey to RUSA members as well as listservs from other ALA divisions, purposefully intending to gather feedback outside of RUSA membership. The survey served two purposes. Firstly, we hoped that our definition would reach a broad audience, thus provoking conversation about how libraries can be involved in publishing, even if services might not be offered as part of a comprehensive publishing program. Secondly, we sought to determine if current or potential librarians and support staff would identify RUSA as a resource for support.

In a study published in *Education and Training for 21st Century Publishers*, a series of interviews with “university presses, library publishers, and commercial publishers” revealed that “to help library publishing services mature into a consistent field of practice, practitioners in this growing publishing subfield increasingly cite their need for specialized training and professional development opportunities”(Skinner, Lippincott, Speer, & Walters, 2014). We welcome readers to consider our proposed definition of library publishing and recommendations on how RUSA may support reference and user services librarians in providing library publishing services to

their diverse populations. Questions and comments may be addressed to the Emerging Leaders Team, Beth Boatright, Crystal Boyce, Sarah Espinosa, Angela Kent, and Rebecca Marrall.

## A Definition of Library-Led Publishing

"Libraries As Publishers" has been a topic in the literature as far back as 1989, when *American Libraries* featured an article about made-to-order books in libraries (Kniffel). The concept has been explored more thoroughly since the advent of ebooks, institutional repositories, and print-on-demand book machines. Although it is generally agreed that libraries can have an important role in publishing, the centrality and scope of that role is difficult to define. The distinction between library involvement in scholarly publishing, non-scholarly publishing in academic libraries, and publishing of all kinds in other libraries obfuscates the definition.

Library publishing services are those programs and resources that support patron participation in publishing.

In order to understand what support is needed for "libraries as publishers," the EL Team needed to agree on what "libraries as publishers" meant. The group discussed various ways that libraries serve as publishers, from publishing their own marketing content and websites to supporting scholarly publishing and hosting content in repositories. Literature about publishing often refers to the "publishing cycle" and the "research cycle." The term "cycle" is necessarily used loosely, as planning, research, writing, editorial, production, marketing, distribution, preservation, and other elements are rarely linear events in practice.

To define the scope of our inquiry, we agreed to re-frame the scope of our work from "library as publisher" to "library publishing services." This frame moves us away from a debate about the identity of libraries and toward a more objective understanding of library services as they currently exist. We concluded that library publishing services could be loosely grouped into four categories within a single broad definition.

Library publishing services are those programs and resources that support patron participation in publishing. Typically non-profit in practice and philosophy, these services may support a single element of the publishing process or may be comprehensive programs that support the entire process. Library publishing services are as diverse as libraries themselves and may include a variety of media formats and intended audiences. These services are facilitated by the library, but they may or may not be led by library personnel.

**Education and Instruction Services** are primarily educational activities, workshops, and events. These services may include:

- Idea Generation - traditional reference/research support (resource discovery and access)
- Language and Literacy - basic education related to writing and rhetoric
- Copyright - concepts such as Open Access, Creative Commons and Author's Rights

- Publishing Platforms and Formats - various platforms for publishing, which include e-publishing (blogs, podcasts, institutional repositories, etc.), print publishing (newsletters, magazines, books, etc.), and alternative media such as audio and video publishing
- Budget - financial matters related to publishing
- Planning and Consulting- Strategies for accomplishing each part of the publishing cycle

**Content Development and Editorial Services** refer to the development, organization, and presentation of content prior to publication. These services may include:

- Content Development
  - In-depth Writing Workshops
  - Facilitating author and editor connections
  - Hackathons, unconferences
  - Research services
- Editorial Services
- Developmental, substantive, or copy/mechanical editing services.
- Fact-checking and citation/bibliographic review.
- Peer and/or expert review services.

**Product Design and Production Services** refer to pre-publication formatting and creation of a final product, regardless of medium. These services may include:

- Product Design Services
  - Cover designs
  - Print and typeface designs/layout and set-up
  - eBook layouts
  - Copyright clearance services
- Production Services
  - Self-publishing software and/or platforms
  - Providing or facilitating access to digital repositories
  - Print-on-demand technology
  - Digitization

Library publishing services are as diverse as libraries themselves and may include a variety of media formats and intended audiences.

**Marketing and Dissemination Services** refer to the post-publication activities through which published materials are delivered to an audience. These services may include:

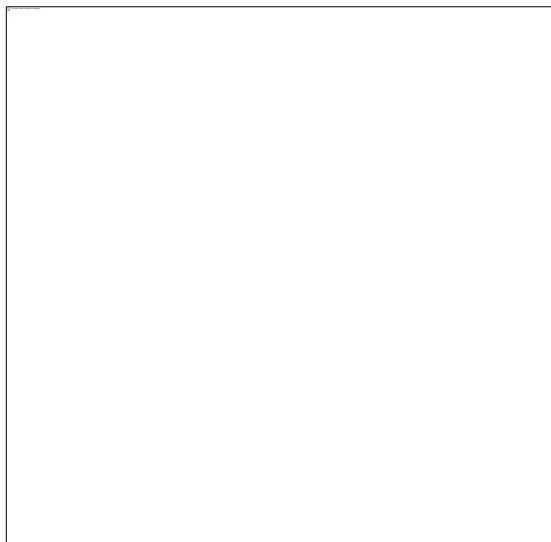
- Marketing works through author fairs, book signings, posters, blogs, press releases, etc.
- Perform assessment metrics whenever relevant.
- Metadata development such as DOI, ISBN, and ISSN assignment services
- Facilitating open access
- Cataloging and indexing for OCLC and Google and OAI search engines

This definition is necessarily vague in order to encompass the patterns of library services related to publishing. For example, archival digitization, digital humanities, library marketing, and makerspaces are all related to library publishing, but do not necessarily support patron participation in publishing and thus are excluded from the scope of this definition.

## Examples of Library Publishing Services

As noted in our definition, library publishing services may or may not be programmatic in nature. Some libraries may support publishing in a very small way, such as helping a patron develop a writing idea or hosting a book talk by a local author. Other libraries have robust programs that support every aspect of the publishing process.

Our team discovered hundreds of examples of library publishing services. The following examples are just a few of the myriad implementations possible.



**Service/Program Title:** [NYPL/Sandy Storyline collaboration](#)

**Library Type:** Public

**Service Area(s):** Content Development and Editorial; Product Design and Production; Marketing and Dissemination

Two years after Hurricane Sandy, NYPL joined forces with Sandy Storyline to help patrons contribute to a “participatory documentary” of community-generated narrative about the storm and its aftermath. Members of the public may contribute audio, video, photo, and/or text to the project; an interactive display rotates among branch libraries. The collaboration includes a [writing workshop](#).

**Service/Program Title:** [MSU Espresso Book Machine](#)

**Library Type:** Academic

**Service Area(s):** Education and Instruction; Product Design and Production

Michigan State University faculty, staff, and students, and the public are able to quickly print library-quality paperbacks from an on-demand catalog or their own materials. Assistance with formatting and other publishing elements (such as cover art) is available for a fee. Online instructions include an extensive library guide called “Publishing and Book Design Basics.”

**Service/Program Title:** [University of North Texas](#) Scholarly Publishing Services

**Library Type:** Academic

**Service Area(s):** Education and Instruction; Content Development and Editorial; Product Design and Production; Marketing and Dissemination

The UNT Libraries provide a variety of publishing services. Eagle Editions, an in-house imprint, provides fee-based editorial services including developmental and substantive editing, fact-checking, mechanical editing, and design work. The libraries also host a semi-annual Editor's Roundtable to foster discussion of scholarly editing issues. Curated online resources provide access to useful materials for content editors.

**Service/Program Title:** [British Library](#)

**Library Type:** Government

**Service Area(s):** Content Development and Editorial; Product Design and Production; Marketing and Dissemination

The British Library publishes up to 40 non-fiction books a year in subjects broadly relating to the collections of the British Library, including the history of the book, medieval manuscripts, literary history, bibliography, cartography and history. Publications are sold around the world and make a significant contribution to the Library's international reputation, as well as garnering positive reviews and generating revenue that supports the Library's work.



## Professional Tools Environmental Scan

The EL Team conducted and completed an environmental scan in February and March 2015 (see Appendix A for environmental scan results). The purpose of the environmental scan was to discover available professional tools that focused on library-based publishing efforts by performing a consistent review of existing resources across selected library-focused organizations. The Team defines a “professional tool” as a resource created by a professional library organization, available to a national audience, and intended for a library-based audience. Professional tools range from White Papers to webinars and exist in any format. The EL Team conducted several searches, examining the 11 ALA divisions and a few additional organizations, such as the Library Publishing Coalition and the Special Libraries Association. The group used a combination of keyword and phrase searching in each site’s search engine and a Google Advanced site search for each of the ALA division sites.

Keywords	publisher, publish*, scholarly communication OR communications
Phrase Searches	“Library as Publisher,” “library publishing,” “library-led publishing”

The results cannot pretend to be exhaustive but illuminate trends or patterns in library publishing efforts. This scan only discovered items that divisions have made available to all library professionals, which may not reflect the actual existence of all professional tools. The Team ignored any search results that featured these topics:

- Professional tools that addressed *negotiating library and vendor/publisher relationships*
- Professional tools and publications about managing and disseminating *already published content* (such as ebooks)
- Professional tools related to electronic accessibility for patrons with disabilities in published materials (either physical or electronic)

YALSA has a section devoted to partnerships with publishers on their division website which did not meet the EL Team’s definition of library-led publishing services. The Team did not review the scholarship in peer-reviewed journals published by the divisions.

Of the eleven ALA divisions, the EL Team discovered resources in:

- Association for Library Collections and Technical Services (ALCTS)
- Association of College & Research Libraries (ACRL)
- Library & Information Technology Association (LITA)
- Public Library Association (PLA)

Additional professional organizations with content related to library publishing services included:

- ALA Digital Content Working Group (DCWG)
- ALA Office of Information Technology Policy (OITP)
- Library Publishing Coalition (LPC)
- Library Publishing Toolkit
- International Federation of Library Associations and Institutions (IFLA)
- Association of Research Libraries (ARL)
- Special Libraries Association (SLA)
- Scholarly Publishing and Academic Resources Coalition (SPARC).

No summative document for guidelines and standards exists for all library publishing services. Library-led publishing is not a one-size-fits-all experience and the development of such a document may be difficult to accomplish and not useful for practitioners. Instead, the resources address individual publishing services that, when grouped together, might contribute to a library's development of a holistic program.

Most of the discovered resources that related to library publishing services consist of educational opportunities, such as conference presentations, workshops, webinars and electronic learning. The Team discovered fewer many toolkits, resource lists, and case studies, and slightly fewer white papers, reports, publications, and advocacy and issues statements. About half of the resources discovered do not require membership or purchase to access; the rest have no or limited availability, depending on the cost, schedule, and quality or accessibility of recordings. Some resources require association membership to access, and others only include the presentation slides of an educational opportunity, limiting the information conveyed.

The greatest divide in resources exists between library types. The ACRL, ARL, SPARC, and Library Publishing Coalition explicitly express their support of library publishing services within academic college and university libraries. ACRL, ARL, and SPARC further limit their commitment to a specific audience and type of publishing in academia - scholarly communications, which is "the system through which research and other scholarly writings are created, evaluated for quality, disseminated to the scholarly community, and preserved for future use"(ACRL, 2013). No division, section, or association-level commitments to publishing services were discovered for public libraries, special libraries, or communities other than scholars. The resources discovered by the EL Team reflect professional commitments: the majority of the results discovered during the environmental scan focus upon the processes involved in scholarly communication. The Team discovered the most resources within ACRL, which also had the most resources specializing in scholarly communication. The scan discovered only two tools offered by the Public Library Association. This finding may reflect a lack of the need for publishing resources designed for other library types, a disconnect in discovery of resources, or an opportunity to meet an unfulfilled need.

Other related topics often missing from the resources or professional library organizations include guidelines for a sustainable library publishing-services program; an examination of all stakeholders in the library publishing process, such as whose voices are

being published and thus represented; and a discussion of electronic and information accessibility in library publishing endeavors in order to meet the needs of patrons with disabilities.

The results from this environmental scan cannot be given as an exhaustive survey, but they provide a snapshot of current tools and resources. Furthermore, these results suggest additional directions for further inquiry. Future researchers may want to examine library and information science curricula at accredited Master's programs for the presence of courses that offer an overview of library publishing, or may further investigate the information needs of library professionals on a specific part of the publishing cycle.

## Library Publishing Services Survey

The EL Team created a survey to determine if and how librarians expected RUSA to provide professional development about library publishing services (see Appendix B for survey questions). The survey provided information about library and librarian roles pertaining to our definition of publishing services; formats supported by those services; education or training used by librarians; ALA divisions expected to provide professional development; and the types of professional development about library publishing services desired by librarians. RUSA emailed the survey to its members, and the EL Team emailed the survey to additional listservs. Over 270 individuals responded to our survey. Not every individual replied to every question, but the survey completion percent was 92%. Some questions allowed for multiple or open-ended responses.

The Team began by introducing its definition of library publishing services. For each of the four types of services, the survey identified:

- Individuals who work at libraries that provide this service
- Individuals who expect that their library will provide this service in the future
- Individuals who have a role in providing this type of service
- Individuals interested in learning more about this type of service

The survey did not inquire into the source of the participants' motivations for learning more about library publishing. The EL Team also did not require respondents to share the name of their library, so responses may include different librarians from the same library.

Education and instruction publishing services had the highest number of positive responses. Seventy one percent ; 69% have a role providing education and instruction publishing services; and 88% expressed interest in learning more about education and instruction related to publishing.

Few respondents work at a library that provides, or expects to provide, content development and editorial services (36% and 58% respectively), and few respondents have a role providing these services (39%). However, there is high interest in learning about these services (74%).

Forty two percent (42%) of respondents reported working at a library that provides product design and production services, with 64% expecting their libraries to provide these services in the future. Product design and production services had the fewest number of respondents with a role providing those services (33%); yet again, respondents expressed a strong desire to learn more about these services (71%).

Fifty two percent (52%) of respondents work at a library that provides product design and production services and 67% expect the library to provide these services. Forty one percent (41%) of respondents have a role providing marketing and dissemination services; the interest in learning exceeds the roles of the respondents again, as 74% expressed a strong desire to learn more about these services.

The next set of survey questions asked individuals which formats or genres their library publishing services support. Respondents could choose from the following:

- Scholarly (peer-reviewed research)
- Creative/artistic
- Serial publications
- Monographs
- Online (website, blog, etc.)
- Digital Media (PDF, eBook, database, etc.)
- Print
- Alternate media (audio, visual, and/or still photography, etc.)

No data stands out from the responses to these questions; all formats and genres have high positive responses. Scholarly publications had the greatest total support with 88% of respondents replying that they do or may support these publication types in the future. Print publications have the least total support: 78% of respondents replied that they do or may support such formats. A limitation of the study includes the lack of an option to note support or interest in supporting non-scholarly publishing formats.

The survey also asked respondents to share how they learned to provide library publishing services. Sixty three percent (63%) of respondents indicated that they learned through on-the-job training (n=272). Twenty one percent (21%) learned these skills through library school, and only 18% indicated that ALA or other professional organizations provided education. Notably, 18% of respondents either skipped this question or said that they haven't learned how to provide library publishing services at all.

When asked which professional tools would be most useful in developing publishing services at the respondent's library, respondents deem workshops (67%), webinars (65%), and standards/guidelines (64%) most useful. Online courses (51%) and professional interest groups (51%) are also popular tools, while respondents consider listservs (42%), white papers (36%), professional consultants (19%), and bibliographies (18%) less useful.

Respondents overwhelmingly chose ACRL as the ALA division that they would expect to provide support for library publishing services (81%). LITA and RUSA were selected by 60% and 50% of respondents, respectively. The only other division selected more than 40% of the time was ALCTS (41%). Although support could certainly be provided at the RUSA level, survey participants were asked in which RUSA sections they would expect to find support for professionals providing library publishing services. STARS (56%), MARS (52%) and RSS (49%) were considered most likely to provide this kind of support. This question permitted participants to select more than one division or section.

Of the total 270 responses, a majority of participants (79%) work in academic libraries. Public librarians represented 11% of the sample; special and school librarians represented 7% and 2%, respectively. A majority of our respondents (59%) affiliate with ACRL, while just 26% affiliate with RUSA. Ninety four percent (94%) of participants indicate that they hold an MLS or MLIS.

Our survey results demonstrate that library publishing services exist in many of our respondents' libraries, and that they expect these services to grow in the future. Whether or not their current role is directly involved in library publishing services, a majority of the respondents are interested in learning more about how to provide these services. Library publishing services support does not appear limited by genre or format. Respondents learn most library publishing services skills on-the-job, but some have learned about these services through professional organizations, although many have not yet formally learned about library publishing services. Workshops, webinars, and standards/guidelines are the most-preferred tools for developing new services related to library publishing, although respondents also requested other resources, including online courses, listservs, and professional interest groups. Respondents considered ACRL the most likely division to support library publishing services, but LITA and RUSA are also thought of as possible sources of support.

Responses from RUSA members closely reflect total percentages. The greatest discrepancy between the total figures reported above, and the responses from only RUSA members, is a 14% difference in the question "Do you expect that your library will provide [content development and editorial services] in the future?" Only 44% of RUSA members said yes, while 58% of total survey responses indicated yes. Less than a third of the survey respondents have RUSA affiliation, so the accuracy of the total responses in representing RUSA responses has significance.

The survey respondent affiliations do not reflect a representative sample of ALA divisional membership in 2014. For example, RUSA members consist of 6% of ALA division membership, but 26% of our survey. Moreover, the survey had a low RUSA response rate; of 3,457 RUSA members, only 71 participated.

## Discussion

The Reference and User Services Association "is responsible for stimulating and supporting excellence in the delivery of general library services and materials, and the provision of reference and information services, collection development, readers' advisory, and resource sharing for all ages, in every type of library" (RUSA, 2015). The RUSA Publishing and Communications Committee requested recommendations from the Emerging Leaders Team about RUSA's role supporting professionals regarding the topic "library as publisher." With this challenge in mind, the EL Team attempted to (1) define library as publisher, (2) identify examples of library publishers within a variety of library environments, (3) compile recent examples of professional resources for libraries and librarians engaged in library publishing, and (4) survey librarians and library staff about library publishing.

Two notable considerations came out of the first phase of defining and scoping. First, a common definition of "library as publisher" limits library publishing to scholarly communication at

college and university libraries. This limited definition did not adequately describe the diversity of library types and publishing communities discovered by the Team. Second, the EL Team chose to focus not on publishing technologies or formats but on the services libraries provide. General library services, such as research and writing support, could be construed as publishing services when used to promote patron publication. To address the numerous approaches and definitions already present in this field of research, and to refocus the definition on user services, the EL Team decided to shift from “library as publisher” to “library publishing services.”

An environmental scan of resources published online by the ALA divisions and related professional organizations revealed that support for professionals involved in library publishing services occurs in ephemeral forms, such as workshops or conference sessions rather than sections or standards; the resources also focused on ad-hoc topics rather than holistic publishing programs. Because of the interdisciplinary nature of library publishing, and the disciplinary nature of the divisions, one division-level best practices or standards document for a publishing program may not be possible or relevant. Several organizations had committed to supporting scholarly communications in academic institutions, but the EL Team discovered no such commitment for non-scholarly publishing in public or special libraries. Scholarly communications resources exist in abundance, but there remains room for professional development resources for developing other library publishing communities.

The EL Team deployed a survey to gauge interest in library publishing and to begin identifying potential areas of professional development support for libraries and librarians interested in library publishing. Few RUSA members participated in the survey (2% of the total RUSA membership). Those who did represented a body of professionals and library staff with great interest in all library publishing services, unlimited by publishing format, and interested in all types of professional development resources from workshops to bibliographies. Most RUSA survey respondents indicated they have a role providing education and instruction services. This is also the area RUSA respondents see their library as most likely to provide services in the future and the type of service with the highest member interest in further learning.

The majority of respondents work at academic institutions that currently support scholarly communication, and the majority identified ACRL as the division they expect to support professionals providing library publishing services, with LITA, then RUSA as additional divisions of support. However, the survey indicates strong interest in learning more about library publishing, although many professional organizations currently provide a plethora of resources about academic libraries publishing scholarly communications. This could suggest many things, including the need for different types of resources, need for coverage of different topics in library publishing, a lack of knowledge about the professional resources, or a desire for a greater range of general to more advanced topics.

The survey reveals interest in networking, learning resources such as workshops and webinars, standards and guidelines, and other professional tools. However, as noted in the environmental scan, a community of practice that supports library publishing services neutral to library type does not exist. This may indicate that communities of practice for library publishing services must focus on library type; however, the Emerging Leaders Team identified library publishing services that spanned multiple library types in their definition, so although communities of practice may differ in their needs and systems, influencing the content of library

publishing services, the services themselves need not exist exclusively within one library type or another. An argument for a service-oriented, library-type neutral community of practice for library publishing services could be made based on the results of the EL Team research.



## Recommendations

Based on the environmental scan and survey results, should the RUSA Publications and Communications Committee become involved in the library publishing services discourse, they could consider the following small-scale library publishing services initiatives. These recommendations meet the RUSA Strategic Plan core organizational values for “building relationships among members from all types of libraries; encouraging openness, innovation, and idea sharing; [and] promoting excellence in library services and resources”(RUSA, 2015).

### Initiate a RUSA-led discussion group or interest group

RUSA’s Strategic Plan lists “enabling members to pursue their areas of interest... with minimal barriers to involvement” as a primary goal (RUSA, 2015). By creating an interest or discussion group within RUSA, the RUSA Publications and Communications Committee would be able to gauge the interest level of its current membership, while gaining greater insight into the specific interests related to library publishing services. Creating a group could be as informal as putting a call out for interested parties on the RUSA listserv to a more formal approach via the RUSA decision-making body.

Should an interest or discussion group emerge, one way to gather further details about specific library publishing interests could stem from this report’s survey results. For example, the group could discuss the members’ motivations to learn more about this area, which types of publishing formats members would be interested in learning more about, or what professional development resources the group should pursue. Each query would provide RUSA, and the Publications and Communications Committee in particular, with direction on specific topics and training formats.

Lastly, the group could also be a vehicle to engage other like-minded groups outside of RUSA and build a critical mass of interested parties that could pursue larger initiatives. Some of those groups have been identified this report’s environmental scan.

### Offer workshops focused on education and instruction services

Workshops were the highest preferred training format by survey participants. RUSA may wish to invest in a workshop on library publishing. By using the survey results, RUSA could determine a specific topic in library publishing and compare it to past workshops prepared by other library groups. Unlike the first recommendation, a library publishing workshop sponsored by RUSA could function as a membership recruitment tool by engaging current members and members of other ALA divisions and professional organizations still looking to fulfill library publishing service needs. This initiative would require greater resources and significant marketing, and may benefit from the support and energy of an interest or discussion group.

## Build an online space for library publishing resources

This report's environmental scan suggests that online collections or bibliographies of library publishing resources exist primarily, if not only, for scholarly communication. Yet, there remains a broader network of related resources that could use an online home, such as a RUSA-sponsored web page, website, or blog. The environmental scan showed available resources from a variety of sources, including support for library publishing services broader than those relevant to the scholarly communication community; this initiative would gather those resources into one space. The online space could include not just resources, but a calendar of webinars, a discussion board, and white papers and articles related to library publishing services. As a starting point, RUSA could build from the environmental scan.

RUSA's Publications and Communications Committee could propose the building of an online space for library publishing services as a future ALA EL project. This initiative requires proper support and marketing to succeed. Also, as with any online initiative, links need to be maintained, resources need to be updated, and discussion boards monitored. This initiative involves RUSA in library publishing services and also contributes to the building of a larger library publishing community. While some of the content and links would not be RUSA-sponsored events or writings, the online space should be seen as a marketing and recruitment tool using RUSA sponsorship that could draw new members from diverse areas of the library profession. Creating an online space that features content from other ALA divisions or is created in partnership with groups such as ACRL, LITA, and ALCTS would both garner interest and meet RUSA Strategic Plan operating principles for "collaboration" and enabling "virtual participation" (RUSA,2015).

## Conclusions

This report was prepared in response to the RUSA Publishing and Communications Committee's interest in their role supporting professionals who provide library publishing services. The EL Team completed our report by building a definition of library publishing services, conducting an environmental scan of professional resources, and deploying a survey. While no immediate need exists, RUSA does have an opportunity to engage in this area of library service. This report recommends small-scale initiatives that also support growing RUSA's knowledge base in library publishing services and membership. The EL Team completed the project in five months, culminating in this report and a poster presented at ALA's 2015 Annual Conference in San Francisco, California. The Team consisted of 2015 ALA Emerging Leaders Beth Boatright, Crystal Boyce, Sarah Espinosa, Angela Kent, and Rebecca Marrall. The group wishes to express gratitude to RUSA, the Emerging Leaders Program, and Elizabeth German for their support.

## Appendix A

### Professional Tools Environmental Scan and Results

This environmental scan was designed by an Emerging Leaders project team tasked by the Reference and User Services Association (RUSA) with identifying if and how RUSA can support professionals providing library publishing services. Please note that the Team defines a “professional tool” as a resource created by a professional library organization, available to a national audience, and intended for a library-based audience.

Division	Resource Title	Format, Date, URL	Intended Audience	Costs?	Publishing Cycle
<b>AASL</b>	--		--	--	
<b>ALCTS</b>	“Libraries as Publishers: Next Steps in Self-Publishing?”	Conference session (January 2015), <a href="http://bit.ly/1FXuvZU">http://bit.ly/1FXuvZU</a>	Information specialists in collection development, preservation, and technical services	Conference attendance	All
	ALCTS Scholarly Communications Interest Group	Conference session (past, January 2015), <a href="http://bit.ly/1ei1Bgl">http://bit.ly/1ei1Bgl</a>			All
	Creating Successful Scholarly Communication with an Institutional Repository	Virtual Preconference, <a href="http://bit.ly/1C9cB4O">http://bit.ly/1C9cB4O</a>		\$103, Individual	
	“The Potential of Partnerships: Dissolving Silos for a Successful IR Implementation”	Webcast (2009), <a href="http://bit.ly/1lgb0fG">http://bit.ly/1lgb0fG</a>	Information specialists in collection development, preservation, and technical services	Free, available for download	Marketing and Dissemination Services
<b>ALSC</b>	--	--	--	--	
<b>ACRL</b>	“Rethinking the Book Container:	Webcast (2015), <a href="http://bit.ly/1EhhcDg">http://bit.ly/1EhhcDg</a>	Library Administrators,	Group: \$295	All

	Advancing the Role of Library as Publisher"		Project Managers, and Web Developers / Academic Libraries		
	"Environmental Scan 2013"	Top Trends Report (p. 8-9, "Creating Content" and "Creating and Managing Collaborative Spaces," <a href="http://bit.ly/1CjUScv">http://bit.ly/1CjUScv</a>	ACRL Members / Academic Libraries	Free	
	Scholarly Communication Toolkit	Resource List, <a href="http://bit.ly/1Goqxf9">http://bit.ly/1Goqxf9</a>	ACRL Members / Academic Libraries	Free	
	"Scholarly Communication: From Understanding to Engagement"	Workshop, <a href="http://bit.ly/1Igbhzg">http://bit.ly/1Igbhzg</a>	Librarians and library staff	\$2000 for the host institution/s (may be recovered through registration fees)	All
	Principles and Strategies for the Reform of Scholarly Communication,	Principles Document, 2003, <a href="http://bit.ly/1cWC3E5">http://bit.ly/1cWC3E5</a>			
	Intersections of Scholarly Communication and Information Literacy: Creating Strategic Collaborations for a Changing Academic Environment	Paper, 2013, <a href="http://bit.ly/1KTmHxY">http://bit.ly/1KTmHxY</a>	ACRL Members/ Academic Libraries/Open Access supporters	Available online	All.
	Intersections of Scholarly Communication and Information Literacy: Creating Strategic Collaborations for	Webinar, 2014, <a href="http://bit.ly/1yCFGX3">http://bit.ly/1yCFGX3</a>	ACRL Members/ Academic Libraries/Open Access supporters	individual: \$50 per webcast, \$135 per series of 3	

	a Changing Academic Environment				
	Next Steps for Scholarly Communication and Information Literacy	Resource List, 2014, <a href="http://bit.ly/1mRXr1I">http://bit.ly/1mRXr1I</a>	aCRL Members/ Academic Libraries/Open Access supporters	Free	
	Common ground at the nexus of information literacy and scholarly communication	Book, 2013, <a href="http://bit.ly/1fdhnJK">http://bit.ly/1fdhnJK</a>	ACRL Members/ Academic Libraries/Open Access supporters	\$38 book - free open access PDF	
	The Future of Scholarly Communication	Book, 2013, <a href="http://bit.ly/1GI0zVI">http://bit.ly/1GI0zVI</a>	ACRL Members/ Academic Libraries/Open Access supporters	\$95	
	Research and Scholarly Environment Committee Website	Resource list; includes networking opportunities, educational opportunities, standards and guidelines, <a href="http://bit.ly/1lgceHR">http://bit.ly/1lgceHR</a>		N/A.	
	ACRL/EBSS Scholarly Communication Committee	Website, <a href="http://bit.ly/1dGFnDS">http://bit.ly/1dGFnDS</a>			Education and Instruction Services
	"10 things you should know..."	Guide, 2009, <a href="http://bit.ly/1MFQyrW">http://bit.ly/1MFQyrW</a>	ACRL Members/ Academic Libraries/Open Access supporters	Available online	Education and Instruction Services
	"Incentivizing Open Access: the Library as Publisher"	Presentation, 2012, <a href="http://bit.ly/1JQpgSd">http://bit.ly/1JQpgSd</a>	ACRL Members/ Academic Libraries/Open Access supporters	Available online	Education and Instruction Services Marketing and Dissemination Services
<b>ASCLA</b>	--	--	--	--	

<b>DCWG (Digital Content Working Group)</b>	"ALA, Ebooks & Digital Content: What's Next?"	Conference session, 2013, <a href="http://bit.ly/1R1v0aq">http://bit.ly/1R1v0aq</a>	Library professionals.	No info available.	
<b>LITA</b>	"Establishing an Institutional Repository"	Regional Institute, 2004, <a href="http://bit.ly/1F6T2zb">http://bit.ly/1F6T2zb</a>	Library Administrators, Project Managers, and Web Developers / Academic Libraries	No info available	Marketing & Dissemination Services
	"Libraries as Publishers: Using the Open Journal System in a Smaller Academic Library"	Conference Session, 2008, <a href="http://bit.ly/1cWEBIt">http://bit.ly/1cWEBIt</a>	Academic Libraries (small)	N/A.	Marketing & Dissemination Services
<b>LLAMA</b>	--	--	--	--	
<b>Office of Information Technology Policy</b>	"From Content Warehouse to Content Producer: Libraries at the Crossroads"	Publication, 2013, <a href="http://bit.ly/1Qzblyo">http://bit.ly/1Qzblyo</a>	Public Libraries	Free	Product Design and Production Services  Marketing and Dissemination Services
<b>PLA</b>	"The Public Library as Publisher"	Article in Public Libraries Magazine (p. 12), 2014, <a href="http://bit.ly/1DmjeE4">http://bit.ly/1DmjeE4</a>	PLA Members / Public Libraries	Free	All
	"Publishing at the Public Library: Becoming a Publishing Portal"	On-demand Webinar, 2013, <a href="http://bit.ly/1zyTpug">http://bit.ly/1zyTpug</a>	PLA Members / Public Libraries	Free	Product Design and Production Services  Marketing and Dissemination

					Services
<b>RUSA</b>	--	--	--	--	
<b>UFL</b>	--	--	--	--	
<b>YALSA</b>	--	--	--	--	--
<b>Division</b>	<b>Resource Title</b>	<b>Format, Date, URL</b>	<b>Intended Audience</b>	<b>Costs?</b>	<b>Publishing Cycle</b>
<b>ASI&amp;ST</b>	--	--	--	--	--
<b>LPC</b>	"Library Publishing Directory: 2015"	Directory, 2015, <a href="http://bit.ly/1EhAiJs">http://bit.ly/1EhAiJs</a>	Practitioners and program coordinators / Academic & Research Libraries	Free	All
	"Library Publishing Directory: Platforms, Tools, and Providers (2015)."	Alphabetical list of tools and resources, <a href="http://bit.ly/1EhAiJs">http://bit.ly/1EhAiJs</a>	Practitioners and program coordinators / Academic & Research Libraries	Free	Product Design and Production Services Marketing and Dissemination Services
	"Library Publishing and Undergraduate Education"	Webinar, <a href="http://bit.ly/1E5qvGM">http://bit.ly/1E5qvGM</a>	Practitioners and program coordinators / Academic & Research Libraries	Free	All
	"Library Publishing Forum 2014"	Conference Proceedings, <a href="http://bit.ly/1EhAWXo">http://bit.ly/1EhAWXo</a>	Practitioners and program coordinators / Academic & Research Libraries	Free	All
	"Library Publishing Toolkit"	e-Book, 2013, <a href="http://bit.ly/1R1vUny">http://bit.ly/1R1vUny</a>	All libraries	Free	All
<b>IFLA</b>	"Libraries As Publishers"	Conference Session (sponsored by Section on Acquisitions and	All libraries (internationalization of library issues)	Conference attendance	TBD.



		Collection Development Section), 2015, <a href="http://bit.ly/1dGFWgR">http://bit.ly/1dGFWgR</a>			
<b>ARL</b>	Scholarly impact and altmetrics	Resource List, <a href="http://bit.ly/1dGFWgR">http://bit.ly/1dGFWgR</a>	Research Library professionals		Assessment
	ARL/ACRL Institute on Scholarly Communication	Educational Opportunities, <a href="http://bit.ly/1TokUVa">http://bit.ly/1TokUVa</a>	Research Library professionals	No info available	Marketing & Dissemination Services
	ScholCommCamp at ACRL 2015	Educational and Networking Opportunities, 2015, <a href="http://bit.ly/1G8G7sa">http://bit.ly/1G8G7sa</a>	Research Library professionals	\$30	
	Campus Engagement	Resource List, <a href="http://bit.ly/1JTXORK">http://bit.ly/1JTXORK</a>	Research Library professionals	Free	Outreach
	Publishing Models	Resource List, <a href="http://bit.ly/1JTXORK">http://bit.ly/1JTXORK</a>	Research Library professionals	Free	All
<b>SLA</b>	Copyright and Licensing	Resource Guide, <a href="http://bit.ly/1GlwuXC">http://bit.ly/1GlwuXC</a>	Special Libraries	SLA membership required	Education & Instruction Services
	Copyright Management	Certificate Program, <a href="http://bit.ly/1JQr2mn">http://bit.ly/1JQr2mn</a>	Special Libraries	SLA membership required	Education & Instruction Services
	"Ask the copyright experts"	Webinar, <a href="http://bit.ly/1dGGIA0">http://bit.ly/1dGGIA0</a>	Special Libraries	SLA membership required	Education & Instruction Services
	MSLIS Program Discount	Click University, <a href="http://bit.ly/1IFOJdY">http://bit.ly/1IFOJdY</a>	Special Libraries	SLA membership required	All
	Find a Consultant	Directory, <a href="http://bit.ly/1BintSM">http://bit.ly/1BintSM</a>	Special Libraries	Free	All
<b>SPARC</b>	Resource Portal	Articles, papers and guides, webinars and presentations, <a href="http://bit.ly/1C9fhzu">http://bit.ly/1C9fhzu</a>	Research Library professionals	Free	All



## Appendix B

### Library Publishing Services Survey Questions

This survey was designed by an Emerging Leaders project team tasked by the Reference and User Services Association (RUSA) with identifying if and how RUSA can support professionals providing library publishing services.

Library Publishing Services are those programs and resources that support patron participation in publishing. Typically non-profit in practice and philosophy, these services may support a single element of the publishing process or may be comprehensive programs that support the entire process. Library publishing services are as diverse as libraries themselves and may include a variety of media formats and intended audiences. These services are facilitated by the library, but may or may not be led by library personnel.

You do not have to be a RUSA member to complete the survey, and participation is voluntary. We will be accepting responses until May 22nd, 2015. Thank you for your participation!

Questions, comments, or concerns may be directed to Sarah Espinosa at [sespinosa@towson.edu](mailto:sespinosa@towson.edu).

Library publishing services may include **Education and Instruction Services**, which are primarily educational activities, workshops, and events. These services may include:

- Idea Generation - traditional reference/research support (resource discovery and access)
- Language and Literacy - basic education related to writing and rhetoric
- Copyright - concepts such as Open Access, Creative Commons and Author's Rights
- Publishing Platforms and Formats - various platforms for publishing, which include e-publishing (blogs, podcasts, institutional repositories, etc.), print publishing (newsletters, magazines, books, etc.), and alternative media such as audio and video publishing
- Budget - financial matters related to publishing
- Planning and Consulting- Strategies for accomplishing each part of the publishing cycle

Does your library currently provide this type of service? (yes/no)

Might your library provide this type of service in the future?(yes/no)

Do you have a role in providing this type of service?(yes/no)

Are you interested in learning more about providing this type of service?(yes/no)

Library publishing services may include **Content Development and Editorial Services**, which refer to the development, organization, and presentation of content prior to publication. These services may include:

- Content Development
  - In-depth Writing Workshops

- Facilitating author and editor connections
- Hackathons, unconferences
- Research services
- Editorial Services
  - Developmental, substantive, or copy/mechanical editing services.
  - Fact-checking and citation/bibliographic review.
  - Peer and/or expert review services.

Does your library currently provide this type of service? (yes/no)

Might your library provide this type of service in the future?(yes/no)

Do you have a role in providing this type of service?(yes/no)

Are you interested in learning more about providing this type of service?(yes/no)

Library publishing services may include **Product Design and Production Services**, which refer to pre-publication formatting and creation of a final product, regardless of medium. These services may include:

- Product Design Services
  - Cover designs
  - Print and typeface designs/layout and set-up
  - eBook layouts
  - Copyright clearance services
- Production Services
  - Self-publishing software and/or platforms
  - Providing or facilitating access to digital repositories
  - Print-on-demand technology
  - Digitization

Does your library currently provide this type of service? (yes/no)

Might your library provide this type of service in the future?(yes/no)

Do you have a role in providing this type of service?(yes/no)

Are you interested in learning more about providing this type of service?(yes/no)

Library publishing services may include **Marketing and Dissemination Services**, which refer to the post-publication activities through which published materials are delivered to an audience.

These services may include:

- Marketing works through author fairs, book signings, posters, blogs, press releases, etc.
- Perform assessment metrics whenever relevant.
- Metadata development such as DOI, ISBN, and ISSN assignment services
- Facilitating open access
- Cataloging and indexing for OCLC and Google and OAI search engines

Does your library currently provide this type of service? (yes/no)

Might your library provide this type of service in the future? (yes/no)

Do you have a role in providing this type of service?(yes/no)

Are you interested in learning more about providing this type of service?(yes/no)

Which of the following formats or genres do your library publishing services support? (check all that apply)

- Scholarly (peer-reviewed research) (Currently supported/May be supported in the future)
- Creative/artistic (Currently supported/May be supported in the future)
- Serial publications (Currently supported/May be supported in the future)
- Monographs (Currently supported/May be supported in the future)
- Online (website, blog, etc.) (Currently supported/May be supported in the future)
- Digital Media (PDF, eBook, database, etc.) (Currently supported/May be supported in the future)
- Print (Currently supported/May be supported in the future)
- Alternate media (audio, visual, and/or still photography, etc.) (Currently supported/May be supported in the future)

Where did you learn how to provide library publishing services? (select all that apply)

- Library school (as part of your degree or later as continuing education)
- ALA or other professional organizations
- On-the-job training
- Other (please specify) (paragraph entry)

What professional tools would be most useful to you in developing publishing services in your library? (Please select all that apply)

- White Papers
- Standards/Guidelines
- Webinars
- Online courses
- Bibliographies
- Workshops
- Professional consultants
- Listservs
- Professional Interest Groups

What ALA divisions would you expect to provide support for library publishing services? (check all that apply)

- American Association of School Librarians - AASL
- Association for Library Collections and Technical Services - ALCTS
- Association for Library Service to Children - ALSC
- Association of College & Research Libraries - ACRL
- Association of Specialized and Cooperative Library Agencies - ASCLA
- Library & Information Technology Association - LITA
- Library Leadership & Management Association - LLAMA

Public Library Association - PLA  
Reference & User Services Association - RUSA  
United for Libraries  
Young Adult Library Services Association - YALSA

ALA's Reference and User Services Association is interested in providing support for librarians who provide publishing services for their patrons. In which of these organizations would you expect to find support for professionals providing library publishing services? (Select all that apply)

Business Reference and Services Section (BRASS)  
Collection Development and Evaluation Section (CODES)  
History Section (HS)  
MARS: Emerging Technologies in Libraries Section (MARS)  
Reference Services Section (RSS)  
Sharing and Transforming Access to Resources Section (STARS)

### Demographic Questions

Please indicate in which type of library you work.

Academic  
Public  
School  
Special  
Other

Please indicate to which ALA divisions you belong. (check all that apply)

American Association of School Librarians - AASL  
Association for Library Collections and Technical Services - ALCTS  
Association for Library Service to Children - ALSC  
Association of College & Research Libraries - ACRL  
Association of Specialized and Cooperative Library Agencies - ASCLA  
Library & Information Technology Association - LITA  
Library Leadership & Management Association - LLAMA  
Public Library Association - PLA  
Reference & User Services Association - RUSA  
United for Libraries  
Young Adult Library Services Association - YALSA  
Other: (please specify) (paragraph entry)

Job title (paragraph entry)

Do you hold an MLIS/MLS? (yes/no)

## Appendix C

### Reference List

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